

**turning the page
for change**

**June 9, 2008 – 4:30 - 7 pm
University of the Arts – 320 S. Broad St.**

Sponsorship Opportunity

Support the Notebook's FIFTH annual June celebration!

Who: The *Philadelphia Public School Notebook* is an independent quarterly, nonprofit newspaper serving as a fair and accurate information source and as a voice for the Philadelphia public education community working for better schools in Philadelphia. The *Notebook* has a large and loyal citywide audience of people at every level of the school system, public officials, advocates, students, and parents.

What: The June fundraiser is now a tradition that brings together an incredibly diverse collection of Philadelphia educators and community members for networking and fun, while raising vital funds for the *Notebook*'s independent publishing work.

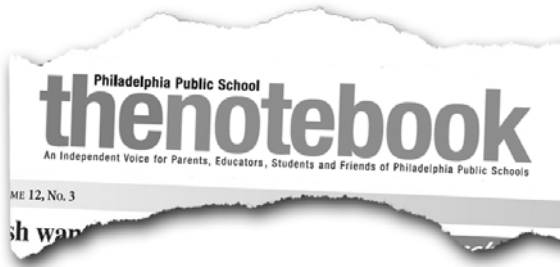
When and where: This reception will take place June 9, 2008 in the gorgeous Hamilton Hall of the University of the Arts. Our most recent celebration on June 5, 2007 attracted 250 of Philadelphia's influential education advocates and stakeholders.

Why: It's a chance to connect your organization with Philadelphia's education movers and shakers in a friendly setting. Be recognized as a generous partner of a highly regarded publication known for its integrity and commitment to Philadelphia's youth.

Your sponsorship offers several benefits:

- promotional opportunities at the June 2008 event
- tickets to the June 2008 event
- recognition on event publicity
- advertising and/or acknowledgement in the *Notebook*'s May 2008 edition

***For all of these reasons and more, we hope you'll become a
sponsoring organization today!***



turning the page for change

June 9, 2008 – 4:30 - 7 pm
University of the Arts – 320 S. Broad St.

FACT SHEET: THE NOTEBOOK

Reach a diverse audience of engaged, concerned Philadelphians

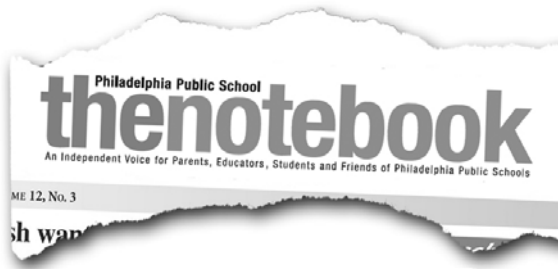
History: The *Notebook* is an **award-winning** Philadelphia publication. Launched in 1994 in response to popular demand for improvement in Philadelphia public schools, the paper is an in-depth **information source for stakeholders** in city schools. Over the past 14 years, it has become firmly established as the forum for parents, teachers, students, community organizations, and officials to **share views and publicize efforts** on behalf of schools.

Distribution: **55,000 copies** of the quarterly print edition are distributed free-of-charge via more than **750 sites citywide**, including:

- More than half of our circulation delivered directly to the 330 public schools and charter schools in Philadelphia, where it reaches school staff and parents;
- All School District administrative offices;
- All 54 branches of the Free Library;
- Over 300 other sites, including colleges, community organizations, religious institutions, and retail establishments throughout the Philadelphia area.

Readership: Its website reaches over 8,000 unique visitors each month. The *Notebook's* quarterly print circulation of 55,000 copies is widely read by a variety of audiences at all levels of the school system. Surveys and feedback tell us it successfully reaches readers as diverse as the School District's top officials and Spanish-speaking parents. A monthly email newsletter broaden the *Notebook's* reach.

In short, the *Notebook* reaches **thousands of educated and concerned individuals** who live, work, and make purchases in and around Philadelphia



turning the page for change

June 9, 2008 – 4:30 - 7 pm
University of the Arts – 320 S. Broad St.

FRONT PAGE SPONSOR, \$5,000

- logo/listing in all printed promotional materials
- a full-page ad in the May 2008 edition of the *Notebook* (or in other editions)
- premium full-page ad in souvenir booklet
- 10 tickets to the event
- special mention on website with link
- promotional table, additional signage, and opportunity to give brief remarks at the event
- recognition on the front page of the May edition of the *Notebook*
- one-year mail subscription to the *Notebook*

Other sponsorship levels:

	Sustaining \$2,500	Partnership \$1,500	Ally \$1,000	Contributing \$500
Logo in event materials*	Yes			
Promotional table	Yes			
Link on website	Yes	Yes		
Ad in May 2008 edition	Quarter-page	One-eighth		
Ad in souvenir booklet	Full-page	Half-page	Quarter-page	
# of tickets	10	8	6	3
Single-line name listing in all event materials*	Yes	Yes	Yes	Yes
One year subscription to the <i>Notebook</i>	Yes	Yes	Yes	Yes

Make sponsorship checks payable to Public School Notebook, 3721 Midvale Ave, Philadelphia, PA 19129

* Event materials include*
 May 2008 edition ad
 Website: www.thenotebook.org
 Mailed invitations
 Email listserv of over 1,000 subscribers
 Press releases

2007 June Celebration Sponsors

Front Page Sponsors – Holy Family University, Philadelphia Federation of Teachers

Partnership Sponsors – Communities in Schools of Philadelphia, Inc., Philadelphia Safe & Sound

Ally Sponsors – EducationWorks: Home of the NSCC, IKEA Philadelphia, Northern Home for Children

Contributing Sponsors – Foundations, Inc., GoldsmithKahnAssociates, Prime Movers Program, Public/Private Ventures, Research for Action, Songhai Press Corporation, Temple University Prevention Programs, The Enterprise Center, University of the Arts, Washington Savings Bank